

ZINZINO AB

PRESS RELEASE



Registered company number. 556733-1045

FAO: News Editor

Gothenburg 11/12/2015

Zinzino launches Zinzino LeanShake – a nutritious meal replacement for weight control

Zinzino AB (publ), one of the world's leading direct sales companies within functional food and coffee, is launching a new product in Zinzino Health. New Zinzino LeanShake is a nutritious meal replacement for weight control. The product can be used as a replacement for one or two meals a day in order to lose weight, as a nutritious meal to keep hunger at bay or to recover quickly after exercise.

Zinzino Health is a product range that focuses on long-term health. The most successful product is BalanceOil, which is a combination of fish and olive oils that adjusts the balance of fatty acids in the body. Zinzino is now launching another product for improved health. Zinzino LeanShake, which is available in chocolate and red berry flavours, is a product rich in protein, essential amino acids and dietary fibre. It also contains 25 vitamins and minerals. Both flavours are gluten-free and red berries is also lactose-free and suitable for vegans. Zinzino LeanShake was developed at Zinzino's own production facility in Norway, where it is also produced. This means that Zinzino is in charge of the entire chain from research and development to the finished product.



“We are extremely proud of our new product Zinzino LeanShake. It is a perfect product for those who want better control of their weight, but also for people who are very active and want to see more obvious results from their efforts. Thanks to our research, we have succeeded in creating a product that is full of vitamins and minerals, and which also provides a protein supplement that both makes you feel full and boosts the ability of your muscles to develop during exercise. And, best of all, Zinzino LeanShake is perfect as a great tasting, healthy snack for anyone wanting to ensure they get their daily intake of amino acids, vitamins and minerals,” says Dag Bergheim Pettersen, CEO of Zinzino.

Zinzino's vision is to have a million customers by 2020, and LeanShake is one of the key products that will help the company reach this ambitious goal. Today, Zinzino is available in 12 markets in Europe and North America, and geographic expansion is always a focus.

“More customers and increased revenues give us greater opportunities for continuing to research and develop our products. We are not easily satisfied and will never launch products before we think they are the best on the market. Therefore, we invest a great deal of energy on both research and product and development. Something we know will pay for itself in the long-term,” says Dag Bergheim Pettersen.

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www.zinzino.se For product samples, please contact Anders Ekhammar, Tel. +46 (0) 707 462 579

Zinzino AB is a leading direct sales company with a presence in Sweden, Norway, Denmark, Finland, Estonia, Latvia, Lithuania, Iceland, the Faroe Islands, Poland, the Netherlands and the USA. Zinzino markets and sells products within two product lines; Zinzino Health, with a focus on long-term health, and Zinzino Coffee, consisting of espresso machines, coffee, tea and accessories. We offer customers products with a focus on quality, the environment, health and a feeling of everyday luxury. Our values are characterised by our high quality, proximity to customers and focus on active product development. The products are marketed via direct sales. Zinzino owns the Norwegian knowledge company BioActive Foods AS, and the research and production unit Faun Pharma AS. Since 2005 Zinzino has been a general agent for the Franco-Belgian coffee house Rombouts & Malongo. Today Zinzino has around 100 employees in the Group. The company has its headquarters in Gothenburg, an office and a factory in the greater Oslo area, an office in Florida, USA and an office in Helsinki, Finland.